

# HOW DO WE HELP?



The new Sustainable Business Initiative (SBI) is a multi-level program designed to support and guide businesses and organizations on their journey to greater sustainability. Based on the principle that “what gets measured, gets managed,” the SBI assists with measurement, planning, target-setting and reporting on progress of key sustainability metrics. Reducing carbon/ greenhouse gas (GHG) emissions through measurement and voluntary target-setting is a key goal of the SBI. Not only will this help achieve Hamilton and Burlington GHG reduction targets, but is necessary to inspire and report on true sustainability performance improvement.

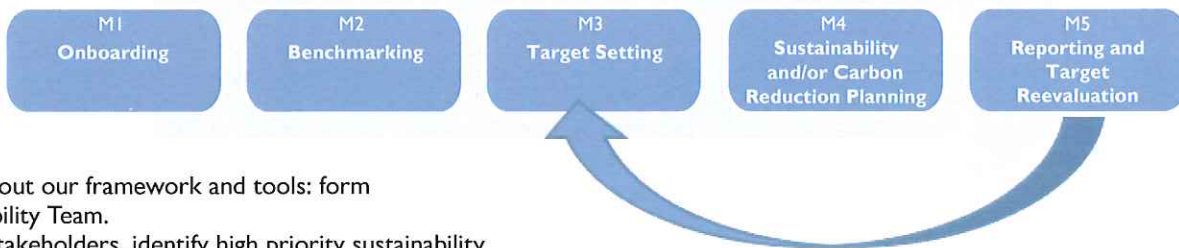
Recognizing that each organization has its own unique sustainability challenges and goals, the SBI offers three different approaches or streams, each broken down into a series of milestones. Each SBI member benefits from:

- tools and resources; SBI member support specialists provide assistance as-needed at every step along the way as you plan and implement your sustainability plan,
- free attendance at all networking/learning events and workshops (approximately 8 per year.)
- credible, 3rd-party recognition for measureable progress including an annual Evening of Recognition, Sustainability Awards, Annual Sustainable Business Report, on the SHB website and in social media.

SBI Stream	What gets measured & reported?	Benefits
<b>BRONZE</b>	Minimum 1 of Carbon, Waste, Water	Tracking and target setting one aspect of your business is an excellent starting-point, uncovering other opportunities for improvement.
<b>SILVER</b>	B Lab Assessment Score	Comprehensive survey of institutional practices, identifies areas where excelling and those that need improving.
<b>GOLD</b>	Minimum 1 of Carbon, Waste, Water + Global Reporting Initiative based reporting	Go beyond target setting, using an internationally recognized sustainability standard provides credibility on a community, national and/or international level.

\*\* Greenhouse gas emissions are measured and tracked against voluntary reductions targets and reported with carbon accounting software provided with membership.

Each stream described above consists of 5 Milestones to deliver measurable positive change.



- M1: Learn about our framework and tools: form Sustainability Team.  
 M2: Engage stakeholders, identify high priority sustainability issues, collect baseline data  
 M3: Set sustainability/carbon reduction targets.  
 M4: Create Sustainability and/or Carbon Action Plan.  
 M5: Track progress, submit your report, revisit and revise.

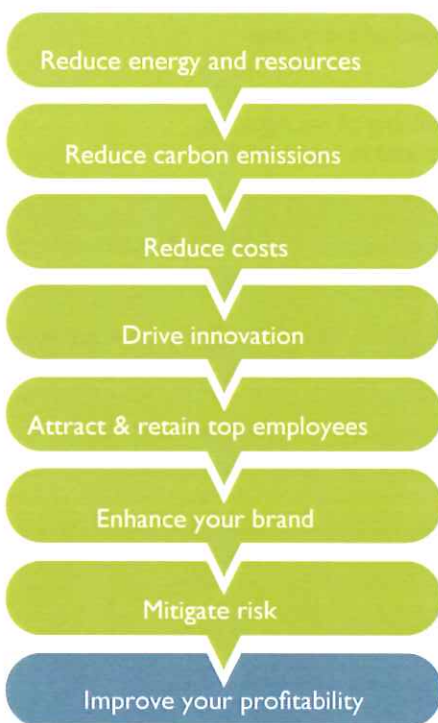
Ready to get started on your sustainability journey?  
 Become a Sustainable Business Initiative member!

Contact us at 905-570-8899  
 or email [info@sustainablehamiltonburlington.ca](mailto:info@sustainablehamiltonburlington.ca)



# Helping business to stay ahead of the curve... *and thrive in a sustainable economy*

## WHY SUSTAINABILITY?



From local businesses to the Harvard Business Review, there is a growing, compelling business case for adopting sustainable business practices as a strategy for success.

Sustainable businesses are more efficient: reducing energy and resource consumption, generating cost savings and driving innovation while providing environmental benefits.

Improved relationships with stakeholders and your supply chain creates social and community value while providing valuable insights into emerging trends and new ideas that help a business stay ahead of the pack. Top-tier employees and today's enlightened consumers seek to work and do business with environmentally and socially responsible organizations – leading to stronger brands.

The urgent need to act on climate change and increasing regulatory and tax implications of greenhouse gas emissions makes sustainability even more of a business imperative.

And in the end, evidence confirms that companies committed to sustainability are more profitable.

"Our research shows that sustainability is a mother lode of organizational and technological innovations that yield both bottom-line and top-line returns... Smart companies now treat sustainability as innovation's new frontier... By treating sustainability as a goal today, early movers will develop competencies that rivals will be hard-pressed to match."

(Ram Nidumolu, C.K. Prahalad, and M.R. Rangaswami, "Why Sustainability is Now the Key Driver of Innovation" Harvard Business Review, Sept 2009)

## WHAT IS SUSTAINABLE HAMILTON BURLINGTON?

Sustainable Hamilton Burlington (SHB) is a membership-based, non-profit social enterprise dedicated to supporting a network of businesses, institutions and other organizations on their journey to greater sustainability. Since our launch in 2011 we've been educating, providing support for and recognizing measureable action with a variety of members ranging from small to large businesses, public institutions to non-profit organizations: all with a desire to improve their organization's triple bottom-line performance and contribute to a healthier environment, resilient local economy and thriving communities. These organizations are community sustainability leaders.

SHB is a member of the Sustainability CoLab network, a provincial network of 8 organizations. Members of the CoLab Network are helping businesses thrive by reducing their environmental impacts. Through their programs, networks of local businesses are supported in setting and achieving sustainability goals and are celebrated for progress made. Together, we're demonstrating that a more sustainable economy is possible.

